

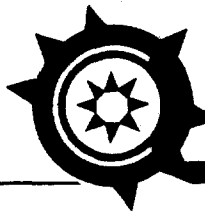
Now a little about our historical project. Grydek, pronounced "Free-deck", is a Czech Catholic community located about 40 miles west of Houston off

10-3-89

My mother and I have been watching Home Shopping Club on 67 for a year or more. Sometimes we have trouble picking up the station clearly. Could you please send us two (2) sets of the Antennas. her name is Helen Brown, 1007 Walston Houston 77060 my name is Kathy Neal 1011 Walston, Houston 77060.

Thank you,  
Mrs. Kathy Neal

P.S. We had trouble getting this address, we need to show the commercial more often.



# ALABAMA-COUSHATTA INDIAN RESERVATION

Route 3 • Box 640 • Livingston, Texas 77351 • (409) 563-4391 or Toll-Free (in Texas only) 1-800-392-4794

Dear Ann Penn,

Thank you for the Advertising your Television Station did on the Alabama-Coushatta Indian Reservation. We feel your assistance has helped us to reach the people in your viewing area.

Sincerely,

Bryan Williams  
Marketing & Promotions Coordinator

ALABAMA-COUSHATTA  
INDIAN RESERVATION



Bryan Williams  
Marketing & Promotions Coordinator

Rt. 3, Box 640

(409) 563-4391  
1-800-392-4794



## *The Lighthouse of Houston*

March 20, 1989

Ms. Ann Penn  
Channel 67  
2522 Highland Square Mall  
Alvin, Texas 77511

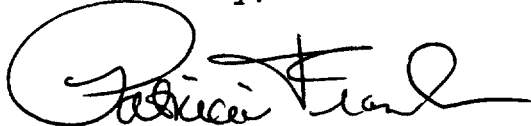
Dear Ms. Penn:

Thank you for sending the tape of the public service announcements done for The Lighthouse of Houston. Gibson DuTerroil, the Lighthouse president, just gave me the video and I was very impressed by the way the segments turned out!

Cora McCloud did a wonderful job of interviewing and the editing was also well done. We've received many positive comments from people who have seen the PSAs on TV67.

Thanks again featuring the Lighthouse on your station and for taking the time to send us a copy of the tape.

Sincerely,



Patricia Frank  
Public Relations Specialist

cc: Cora McCloud

## *The Lighthouse of Houston*

January 09, 1989

Ms. Ann Moreno Penn  
Program Manager  
Silver King Broadcasting of Houston, Inc.  
2522 Highland Square Mall  
Alvin, Texas 77511

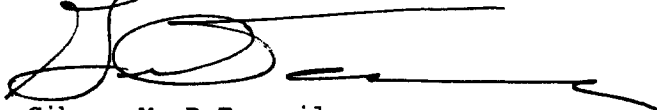
Dear Ms. Penn:

Thanks so much for the video tape regarding our Lighthouse. It will be of real benefit to us.

We truly appreciate your assistance and the cooperation of Silver King Broadcasting in educating the community to the work of the Lighthouse of Houston.

Again, and on behalf of the staff and clients of the Lighthouse, a most appreciative "Thank You."

Sincerely,



Gibson M. DuTerroil





# EAL

P.O. Box 3021, Glen Ellyn, Illinois 60138 708/690-0010, FAX 708/690-0565

## National Advisory Committee

Mr. Richard M. Jaffee, Chairman  
President  
Oli-Dri Corporation of America

Mr. Frank AtLee  
Executive Vice President  
American Cyanamid Company

Dr. Alvin O. Austin  
President  
LeTourneau University

Mr. Jack Barber  
Executive Vice President  
Fannie May Candy Shops, Inc.

Mr. Kenneth Block  
Chairman Emeritus  
A.T. Kearney, Inc.

Mr. Keith Boyer  
Vice President  
Wilbur-Ellis Company  
Brayton Chemicals Division

Mr. Thomas R. Donnelly, Jr.  
President  
The Pagonis & Donnelly Group

Mr. Sidney Epstein  
President Emeritus  
Allied Van Lines, Inc.

Mr. Arch Gott  
Chairman  
EL Industries, Inc.

Mr. Earle Harbison  
President  
Monsanto Company

Mr. Donald Holt  
International Editor  
Fortune Magazine

Mr. Charles Infante  
Manager, Contribution Programs  
The Dow Chemical Company

Mr. William F. Kirk  
General Director -  
Agricultural Products  
E.I. du Pont de Nemours  
& Company, (Inc.)

Mr. Jules Knapp  
President  
United Coatings

July 18, 1991

Ms. Mary Allen  
PSA Director  
KSHS-TV  
Silver King Broadcasting  
2522 Highland Square Mall  
Alvin, TX 77511

Dear Ms. Allen:

We recently had one of our most unusual donations -- 2 tickets on a cruise ship! We traded them with North Park College in exchange for \$15,000 in tuition scholarships for needy students. North Park awarded them to their Teacher of the Year, Dr. Alice Iverson. Enclosed is a postcard we just received from her.

Thanks for running the EAL public service ads and for your part in making this happen. Together we are changing lives!

Very truly yours,

EDUCATIONAL ASSISTANCE LTD.

Peter J. Roskam

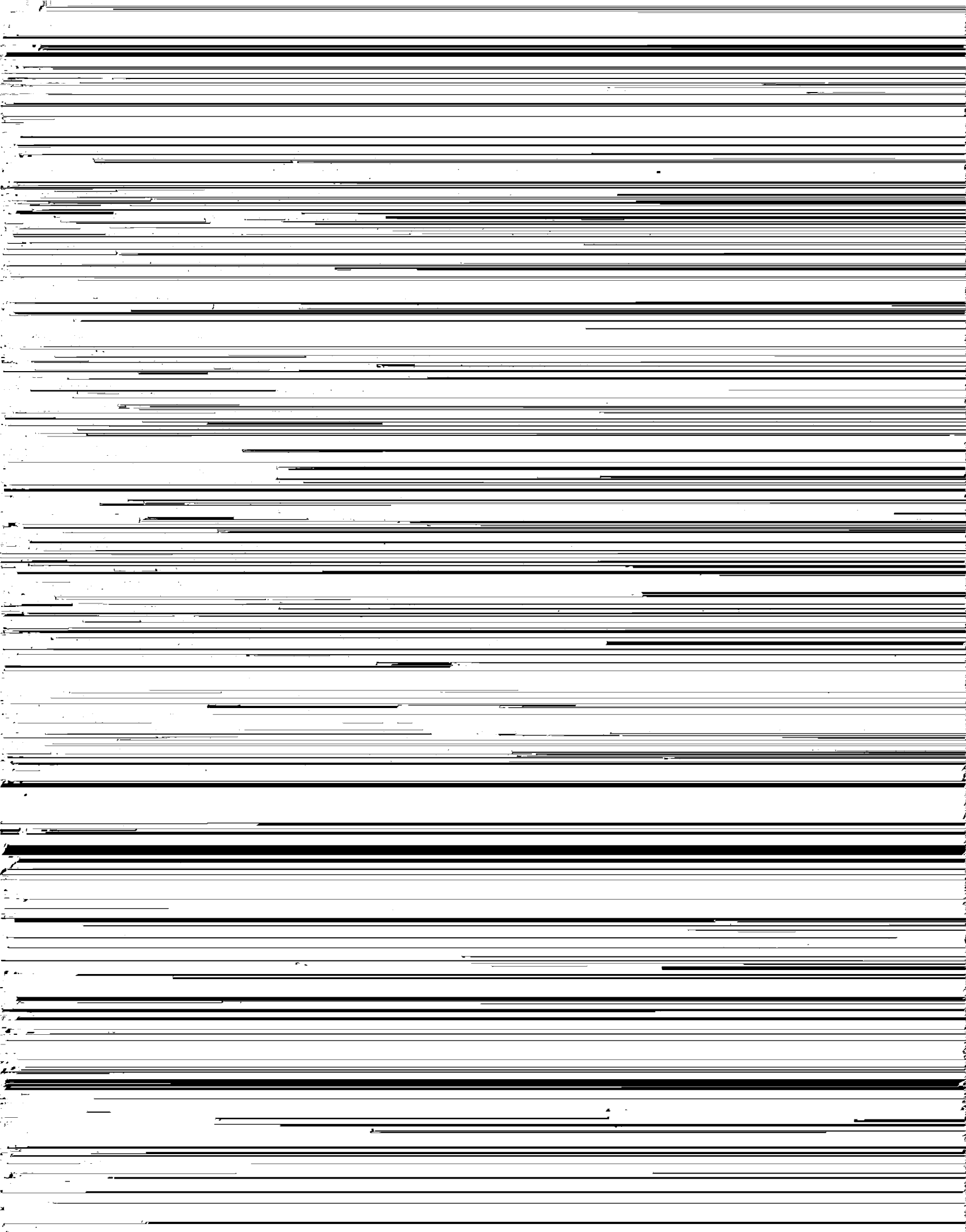
10/10/91



Dear K & K,

It's nice to hear from all the kids





April 22, 1991

Dear KASH,



Well, you did it again last night (or I should say this morning). You went off the air at 1:00 A.M. for "routine maintenance." Is this going to happen every Sunday night? If so, why don't you let the viewers know? I'd hate something else to kill my hopes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

A Very  
Special  
Thank You

+ 433262 +

FORGET ME NOT  
AMERICAN GREETINGS

+ TU 2911-M +

© AMERICAN GREETINGS CORP.  
MADE IN U.S.A.

Sue Hardie

10-22-89

—  
Dear KHSH:

Just a note to let you  
know on Sunday mornings  
I wish we could continue  
to watch the HSC clothing  
clearance on our TV's. I do  
not have my choice

# Schools, cities to join together for 'Pride Week'

When the new school year begins on Aug. 24 with in-service for the 1,100 employees of Alvin Independent School District (ISD), the community will see a new attitude among school employees, says Shirley Brothers, community relations coordinator for the school district.

Staff members will meet in a convocation with all district employees participating as they start a new school year and adopt a new district slogan -- "Together -- We Make the Difference."

In addition, on Aug. 21, Alvin Community College (ACC) staff members will be back to work for a new year which marks the college's 40th birthday.

The Alvin -- Manvel Area Chamber of Commerce's Community Pride Committee, headed by Jay Hawkins, has tied the campaign into the district's new slogan -- "Together -- We Make the Difference in Alvin and Manvel."

During the week of Aug. 20-26, a number of activities are planned to celebrate the beginning of a new school year, the 40th birthday of ACC and Com-

munity Pride Week in Alvin -- Manvel.

Community leaders and citizens are invited to attend the convocation at 8 a.m. on Aug. 24 in Gym III, purchase buttons which carry the message of "Together -- We Make the Difference" and attend the premier of the new videotape about the Alvin -- Manvel area on Aug. 22 at 5:30 p.m. in the ACC Student Center "Hideout."

The City Councils of Alvin and Manvel will issue proclamations, proclaiming the week of Aug. 20-26 as "Community Pride Week."

"We feel that working together, the cities of Alvin and Manvel, the Chamber and the school district, can make a difference in the quality of life in Alvin and Manvel," said Chamber President Don Meade. "The business community is urged to get behind this campaign and support it 100 percent."

KSHN Channel 67 will air a videotape about the grand opening of Alvin Memorial Stadium for a showing on a later edition of "Good Morning America."

# The JOURNAL

Wednesday, August 16, 1989

ALVIN EDITION Vol. 8 No. 51

April 4, 1987

Silver-King Broadcasting of Houston, Inc.

KHSH; Channel 67

Alvin, TX 77511

We would like to express our satisfaction with the Home Shopping Network on your station. The products we have purchased since January have been superior in quality, the HSC and UPS service faultless, and the program itself entertaining, informative and very interesting. The boon to shut-ins can't be underestimated!

We are impressed also with the type of advertising presented. I believe the tastefulness and quality of the ads will prove more effective than current network "hard-sell" techniques. Topical subjects on "IYI" and weather reports keep us informed, and except for network news and certain PBS shows, we watch Channel 67 exclusively. We certainly hope you will continue this excellent service to your viewers around the clock. Thank you very much!

Sincerely,

*Harold V. Bratt*

19438 Wood Village Ln

Houston, TX 77084

**SCORE<sup>®</sup>**  
**SERVICE CORPS OF RETIRED EXECUTIVES**  
**Sponsored by U.S. Small Business Administration**

2525 Murworth Suite 112  
Houston, Texas 77054

HOWARD HURST

Telephone:  
[713] 660-4420

October 9, 1987

Mr. Jack Cooper  
TV 67 KTHT  
2522 Highland Square Mall  
Alvin, TX 77511

Dear Jack,


This is just a quick letter to thank you and your splendid crew for coming to Houston and shooting a segment for your I.Y.I. program.

This is the kind of support from the media that makes volunteering in our community enjoyable. We will be looking forward to getting a "dupe" on a VHS T-120 tape that we are sending you under separate cover.

I am also enclosing the information on our seminars for the balance of the year. Any help that you can give us with your "Community Calendar" will certainly be of help to the small business community that watches your programs.

Come back and see us when you can.

Cordially,

  
Howard Hurst  
Public Information Officer

HH:h

File  
Dyke, SBA BDO  
Kobb, Chairman  
Cornett, SBA PIO





# TRAVELERS AID SOCIETY

2630 WESTRIDGE • HOUSTON, TEXAS 77054 • (713) 668-0911

December 1, 1987

VIRGINIA CUVILLIER  
EXECUTIVE DIRECTOR

Mr. Mike Aldenfer  
Program Manager  
TV Channel 67-KTHT  
2575 Bellfort, Suite 151  
Houston, TX 77054

Dear Mr. Aldenfer:

# Alvin-Manvel area

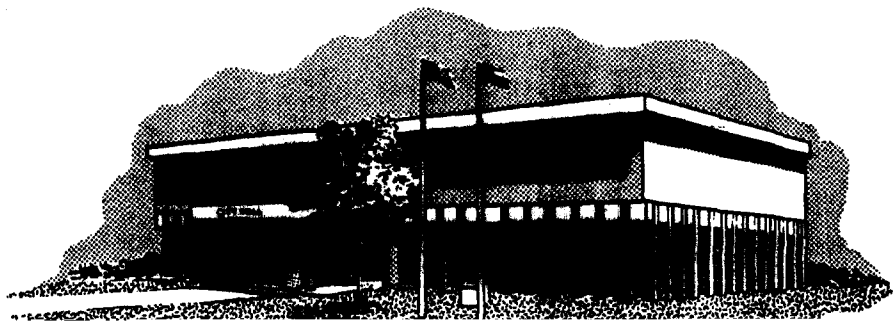
## CHAMBER of COMMERCE

December 3, 1987

Dear Sir:

RE: Shadowing Program

Enclosed please find a letter to inform you and to thank you for



**Big Brothers and Sisters of Houston**



3939 Essex Lane  
P.O. Box 27479

# Houston Ear Research Foundation

A Non-profit Foundation Dedicated to Hearing Research and Education for Deaf Children



April 20, 1988

## Board of Trustees

Elbert D. Stewart, Jr.  
*Chairman*

Mrs. G. Walter McReynolds  
*Vice-Chairman*

H. Edward Maddox, III, M.D.  
*Secretary Treasurer*

Frank A. Liddell, Jr.

Mary Catherine Farrington Miller

Mary Frances Bowles Couper

Mrs. James A. Reichert

David Hannah, III

William D. Gutermuth

Mrs. Virginia Meyers Seale

Russell C. Joseph

Kristina Mordaunt

Robert C. Christy

*Director*

Cheryl Bean

*Program Administrator*

Kathleen Stallworth

*Director of Development*

Laurie P. Selzer

Mr. Richard Hunt  
KHSB-TV, Channel 67  
2522 Highlands Square Mall  
Alvin, Texas 77511

Dear Richard:

Please excuse my delay in thanking you for including the Houston Ear Research Foundation in your format for "In Your Interest". Your crew handled themselves so professionally during the taping session with Dr. Maddox and the Graham family. You seemed so knowledgeable about our program and through your special interview we can hopefully educate the public to medical services available to individuals with communication disorders.

If you need added information please do not hesitate to contact me at 771-9966. Thank you again for the time you have put forth to enhance "Better Hearing and Speech Month".

Sincerely,

*Laurie*

Laurie P. Selzer  
Director of Development

*Thank you!*



# TRAVELERS AID SOCIETY

2630 WESTRIDGE • HOUSTON, TEXAS 77054 • (713) 668-0911

VIRGINIA CUVILLIER  
EXECUTIVE DIRECTOR

April 25, 1988

Silver King Broadcasting Co.  
TV 67 - KHSB  
2522 Highland Square Mall  
Alvin, TX 77511

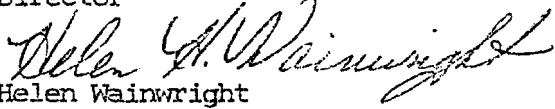
Thank you for mailing a duplicate of the Travelers Aid video recording. Your assistance in imputing these "Public Service Announcements", is a tremendous aid to this crisis intervention social service. You are helping to relate important information to newcomers and the mobile community for their immediate and direct use in crisis situations.

Your continued cooperation in the long-term programming of Travelers Aid information is greatly appreciated!

Sincerely,

TRAVELERS AID  
A Service of the Greater Houston  
Area Chapter of the  
American Red Cross

Virginia Cuvillier, ACSW  
Director

  
Helen Wainwright  
Public Relations Specialist

HW/gw



SHAMROCKS & BLUE BONNETS INC.

2306 RIVER VILLAGE DRIVE  
KINGWOOD, TEXAS 77339

BOARD

ELINOR WARD - PRES.  
ELIZABETH MERGERS - VICE PRES.  
MAURA BROWNE - SECRETARY  
KATE BURNS - TREASURER  
R.E. CORNETT  
P.J. MARSHALL

TELEPHONE  
(713) 358-3239

May 6, 1988

Ms. Ann Moreno Penn  
Program Manager  
KSHS / TV 67  
2522 Highland Square Mall  
Alvin, Tx. 77511

Dear Ann,

Just a short note to thank you and your staff again for the opportunity to get the word out re our organization and what we are trying to do. You made me feel so at home.

You have a marvelous facility and top notch people. No wonder Ch. 67 is a winner.

I will advise what response we get from the spot.

# GSD&M

MEMO TO: PSA Directors  
FROM: Terri Botik  
DATE: May 3, 1988  
SUBJECT: DON'T MESS WITH TEXAS - Jerry Jeff Walker

Since one of the main sources of trash on our Texas highways results from items blowing out of the back of pickups, we have addressed this situation head-on with the help of Jerry Jeff Walker, in the new :30 psa.

We would appreciate your help in putting this spot into rotation when possible. We might also suggest that the Johnny Dee & the Rocket 88's/Beach :30 (Spot #707) and the Mike Scott :30 (Spot #829) go back into rotation, since we are in the "beach/baseball" season. If you need extra copies of these tapes, please let me know.

Thank you for your support. A special thanks for all the coverage given to the "Great Texas Trash-Off." We had over 22,000 volunteers out on the highways that day, cleaning their 2-mile stretch.

Enclosure: Jerry Jeff Walker/Don't Mess With Texas  
Spot #960-A :30

G&S Assoc. Inc.  
d/b/a GSD&M  
Gurasich  
Spence  
Darilek &  
McClure

Marketing  
Advertising  
Public Relations

Corporate Offices:  
One Cielo Center  
1250 Capital of Texas Hwy.  
Fourth Floor  
Austin, Texas 78746  
512/327-8810

Member:  
American  
Association of  
Advertising  
Agencies





5001 Montrose  
Houston, Texas 77006  
13 May, 1988

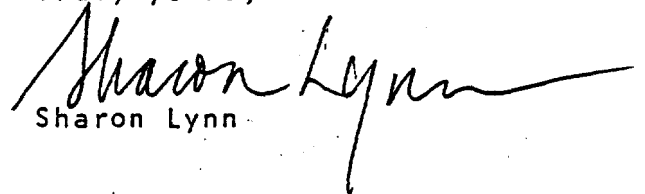
Dear Richard,

I am writing to thank you for helping us with the one inch dubs for the NAMES Project. Practically every television station aired the spots along with one station each in Austin, San Antonio, and Corpus Christy.

Because of your involvement in the exhibition of the AIDS Memorial Quilt, we are a step farther in educating people and gathering a broad community support for a solution to the AIDS epidemic.

I enjoyed working with you and hope that our paths cross again one day soon.

Truly yours,

  
Sharon Lynn